

Millbrook is back

Jeep dealership stocking new inventory after temporary hiatus

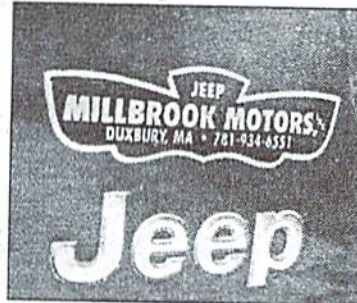
By JUSTIN GRAEBER, CLIPPER EDITOR
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New cars are once again on the lot and the owners of Millbrook Motors, the last car dealership in Duxbury, say they're back in business for good.

Chip Loring said he stopped selling new cars in November, although the service part of the business remained open, and Millbrook went through a period of uncertainty where he and his sister Lee were exploring all options.

However, the business will remain in Duxbury, and new cars have been arriving for the last two months.

The reverberations from



It's not uncommon to see the Millbrook Motors logo on the Jeep in front of you while stuck in traffic on Tremont Street.

the financial crisis that hit many of America's car companies were felt in Duxbury, as Millbrook had to deal with the credit crunch and the fold-

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Millbrook back in business

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ing of Chrysler's (the company also makes Jeep) financial arm.

"We got lucky, our franchise never got terminated," said Chip.

However, the company did file for bankruptcy along with some of the other major car companies.

Because of the troubles with the parent company, Millbrook had trouble getting new inventory.

"They weren't building anything," said Chip.

After examining all the options, about 2-3 months ago the Loring's started to reopen.

"We formulated a different business plan," said Lee.

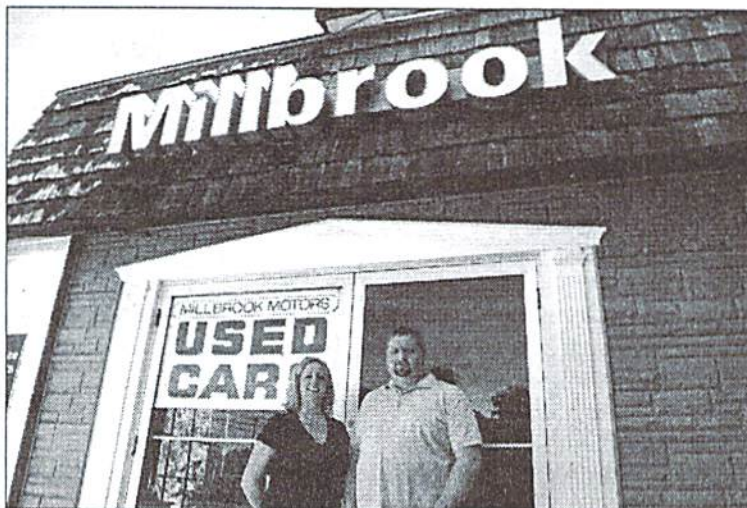
Most visitors to the business won't notice much difference. There has been a slight change in hours, however, as the dealership won't be open on Sunday.

Both Chip and his sister said the community support was strong while the future of the business was in doubt.

"It was nice to see, that people were concerned," said Lee.

"As cars were coming in people were stopping by and saying, 'hey, you're back,'" added Chip.

The business has been in



Siblings Lee and Chip Loring have been working at Millbrook Motors since they've had their drivers licenses. After a period of uncertainty for Duxbury's last auto dealership, the business is selling new cars again.

town for over half a century (Loring's grandfather got the Jeep dealership in 1953) and has survived despite a less than ideal location for a car dealership.

"Most manufacturers don't like to be off the beaten path," said Lee.

Over the years, Jeeps have become synonymous with Duxbury and are jokingly referred to as "Duxbury Cadillacs." Although Duxbury is a wealthy community, the 4x4 power and relative compactness of a Jeep can be preferable to a larger, more unwieldy SUV or a less off-road-capable luxury car because of its ability

to access the beach. The trend has inspired a loyal customer base for the Loring's.

"There might be three generations who have bought from us," said Lee. "That's truly loyalty."

Little by little, the dealership is returning to its former self.

"We're getting there," said Chip. "It's going to take time to get back into it."

Now that they're back, the siblings hope the business is back for good.

"We'd like to think we're here for the long haul," said Lee.